

# **Promoting Appropriate Antibiotic Use in the Community**

**December 6-7, 2001**

**Atlanta, Georgia**

## **AGENDA**

### **Thursday, December 6, 2001**

- 9:00 Sign In  
9:15 Welcome and Introductions  
9:45 Round Table - Anthrax and Appropriate Antibiotic Use  
10:30 Workshop 1
- Strategies to Promote Appropriate Antibiotic Use With Child Care Providers
  - Managing the Message: Helping the Media Tell Your Story
- OR**
- Health Education Campaigns and Behavior Change Interventions: Developing Antibiotic Resistance Programs
- 1:00 Lunch  
2:30 Workshop 2
- Strategies to Promote Appropriate Antibiotic Use With Child Care Providers
  - Managing the Message: Helping the Media Tell Your Story
- OR**
- Evaluating Appropriate Antibiotic Use Campaigns: If they work, how would we know?
- 5:00 Closing Comments and Day One Wrap Up  
6:00 Optional Evening Outing to Decatur Square

### **Friday, December 7, 2001**

- 9:00 Welcome  
9:30 Workshop 3
- Evaluating Appropriate Antibiotic Use Campaigns: If they work, how would we know?
- OR**
- Health Education Campaigns and Behavior Change Interventions: Developing Antibiotic Resistance Programs
- 12:00 Wrap Up and Workshop Evaluation  
12:30 Lunch  
1:30 Discussion of National Media Campaign  
3:30 Conclude

**PLEASE NOTE: Each person should attend each workshop one time.**

**The workshops “Strategies to Promote Appropriate Antibiotic Use With Child Care Providers” and “Managing the Message: Helping The Media Tell Your Story” will only be offered on Thursday.**